



@LaRC - A Center Communication Tool

@LaRC

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@LaRC - A Center Communication Tool

Product Goals and Objectives

- Goal 1: Provide Langley Research Center (LaRC) a tool to help manage internal communications.
 - Objectives:
 - Single location for posting and archiving LaRC communications.
 - Provide a service for urgent or emergency communication.
 - Provide a single center calendar of events.
 - Eliminate center wide email distribution. Consolidate LANTERN and LaRC This Week.
 - Provide center wide access to the information using existing LaRC products .



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Product Goals and Objectives

- Goal 2: Automate information dissemination in a secure and responsible manner.
 - Objectives:
 - Place control of information dissemination into the hands of the information owners.
 - Insure information posted is appropriate and acceptable to center management.
 - Centralize access to the information.
 - Allow center employees to find information fairly easily.
 - Only allow information access to LaRC civil servants and designated on-site contractors.



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Current Status - Site Components

- **@LaRC Daily Newsletter** - Email sent each business day to all employees.
- **@LaRC Today** - Current and past news articles.
- **@LaRC Online** - Central entryway to LaRC web sites.
- **@LaRC News Bulletins** - emergency and urgent postings.
- **Quick Links** - High interest links. Typically receive a lot of traffic
- **World Headlines** - Pass through to Yahoo.com. Scrape headlines.
- **Researcher News Online** - Pass through to LaRC's internal newspaper.
- **Today@ NASA** - Pass through to HQ's site. Scrape headlines.
- **Hot @LaRC** - Highlights what's new and happening.
- **Calendars** - LaRC's internal calendar (populated by articles) and others.
- **Find a Person** - Phone, email, etc. lookup for NASA employees.
- **Traffic and Weather** - Local information. Pass through to national lookup.
- **Langley Management System** - Pass through to LaRC's ISO9001 library.
- **Employee How To** - Information and POCS for daily "survival" tasks.
- **Administrative Interface** - Manage @LaRC from behind the scenes.



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Current Status - Center Acceptance Increases

- The site continues to gain employee acceptance as a primary tool for mass communication with/between Center employees.
- Any Center employee (CS or Contractor) can submit an article.
 - Content owners (employees) can post their content without knowledge of web development.
 - Content is managed through “employee run” category moderation.
- Part of the Center’s Emergency/Urgent communications product suite.
 - Emergency / Urgent service is owned and operated by OEA.
- Center functions are advertised on @LaRC - only on @LaRC.
- Archive of articles retains all previously posted articles for later recall via a keyword search.



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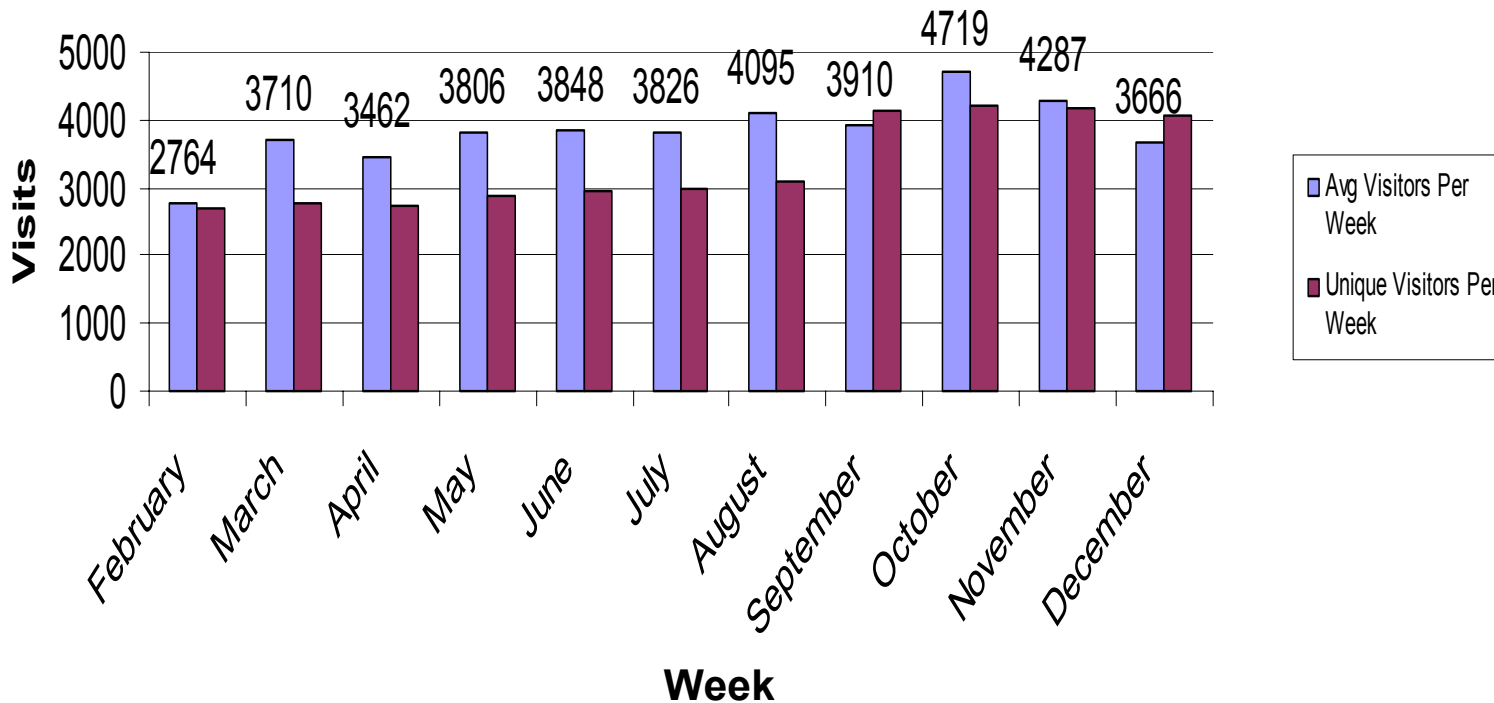
Current Status - Improvement Plans

- Several site modifications since product release. All reflect customer requests.
 - Newsletter - only distribute new news (use to distribute all).
 - @LaRC Today - separate old from new news.
 - @LaRC Calendar - add a weekly view (only had monthly)
 - Article submission - streamline interface (one column, not 2) and increased allowable article size.
 - @LaRC Online - Placed on separate page (reduced first page scrolling).



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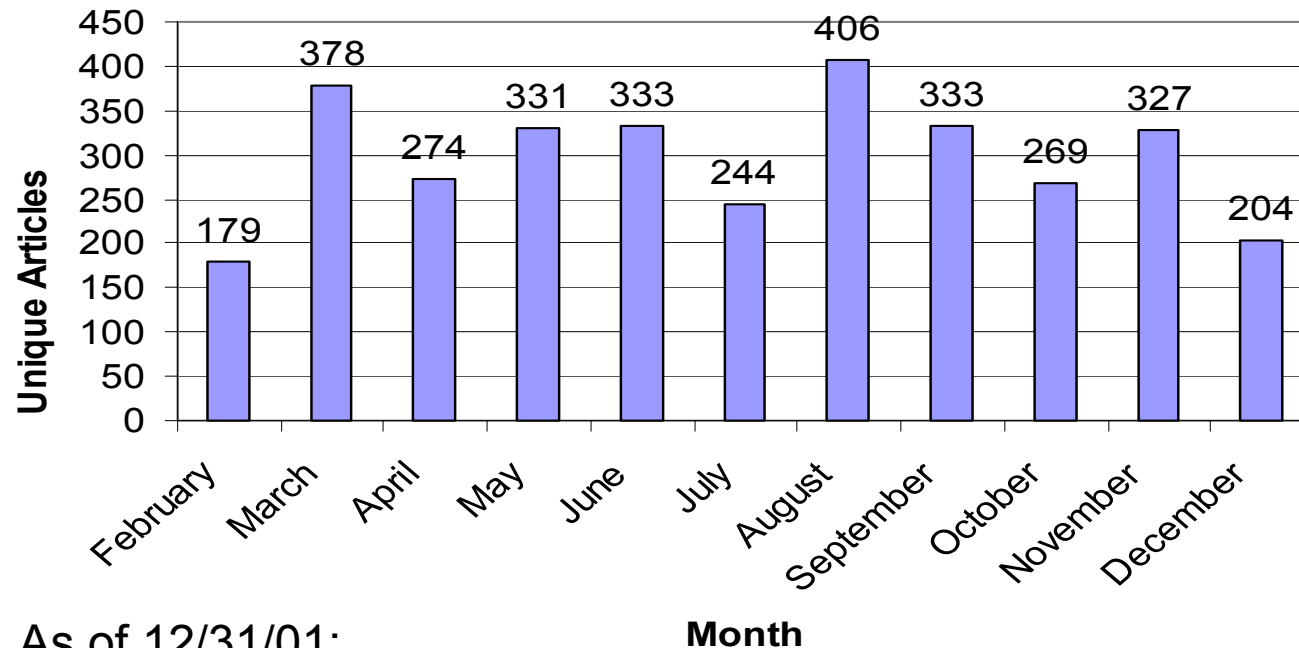
Accomplishments - Product Usage (Tool: WebTrends)



- **Unique Visitors:** Unique IPs that visited @LaRC weekly.
- **Avg Visitors:** Average number of non-unique IPs that visited @LaRC weekly.



Accomplishments - Posted Articles



- As of 12/31/01:
 - **3,291** unique articles posted.
 - Average of **298** unique articles per month.
- Compared to:
 - Center-wide Email Distribution in 1999: **49/month**



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Lessons Learned

- Conduct usability testing - Do it before you release the product and make changes based on results.
- Marketing plan - Have one before release of the product.
- Long term customer and technology support plan - Have one before release of the product.
 - You cannot walk away once the product is released.
 - It is a lifetime commitment. Receive 2/3 feed backs/questions daily.
- Have current funding for support and future funding for improvements.
- Have senior staff support - before and after release.
 - A possible source of funding.
- Listen to customer feedback for reoccurring themes - make changes.
 - Customers want to know their input is heard and is valuable.



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Lessons Learned

- Some employees will never use @LaRC - no matter what.
 - Don't worry about them.
 - Go for 70%+ acceptance and you have done very well.
- When a change of business is impacted, acceptance takes time.
 - Be Patient.
- Customer support is the most important thing we do.
 - It is what your customers measure your success (or failure) by.
- Keep interface and usability simple.
- Service providers are seen by the Center as responsible for the content.



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Future Plans

- **Simplification of Site** (especially the home page)
 - Addition of an Employee channel (page)
 - Addition of a News channel (page)
 - Home page simplified to Today's News, Researcher News and Quick Links.
- **Addition of White Yellow and Blue Pages**
 - White pages: employee information (X-referenced with yellow page and blue page information).
 - Yellow pages: Center services (X-referenced with white page and blue page information).
 - Blue pages: Organization information (X-referenced with white page and yellow page information).
- **Addition of Site Registration**
- **Addition of Dynamic Site Index**
 - @LaRC Online sub-pages will be built from registered sites. (enticement)



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Supplemental Slides

The following slides will not be reviewed in the KM presentation. They address questions that are asked during presentations of @LaRC and also provide some screen prints of the product.



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Development Information

- **Development Cost:** \$165,000
- **Development Time:** 6 months
- **Team:** (Team members were part-time)
 - Project Lead
 - Technology Sub-Lead
 - Customer Relations and Marketing Sub-Lead
 - Taxonomy Sub-Lead
 - Usability Specialists
 - Contractor: Project Manager for Software Development
- **Launch Date:** February 5, 2001



Maintenance Costs

- **Contract Maintenance Costs:**
 - Including Several Enhancements: \$93K (Apr/01 - Jan/02 actual \$)
 - Maintenance is estimated to be 1/4 of the overall costs: \$24K
- **Software Costs ***
 - Web Server: \$250/mo.. \$3,000/year
 - Cold Fusion: \$100/mo. \$1,200/year
 - Ultraseek: \$100/mo. \$1,200/year
 - Database: \$800/mo. \$9,600/year
- **Civil Servant FTE Support**
 - 1/4 FTE per year (estimated)

* Costs for Cold Fusion, Ultraseek (search engine) and web administrative staff in conjunction with the LaRC civil servant POC



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Technical Configurations

- **Machine:** Sun Solaris Ultra2
- **Database:** Oracle8 - will be Oracle 8i in October
- **Development Software:** HTML, ColdFusion4.5
- **Search:**
 - UltraSeek for @LaRC On-line
 - Cold Fusion for @LaRC Today (article archive)
- **Site Statistics:** WebTrends
- **Others:**
 - JavaScript 1.2 to manage windows
 - CSS Version 2.0
 - Java applet for posting @LaRC news bulletins
 - Adobe Photoshop for graphics.



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Components Mapped to Site



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Components Mapped to Site

@LaRC - Netscape
File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks Netsite: <http://atlarc.larc.nasa.gov/> What's Related

[Online \(FMO\) Website](#)
[Eases Online Search and](#)
[Details Lookup for](#)
[Maintenance Work Orders](#)

Researcher News



[New Administrator Sworn In;](#)
[NASA Begins 2002 With](#)
[Sean O'Keefe In Charge](#)

Today @ NASA

- [NASA Begins 2002 with](#)
[New Administrator](#)
- [NASA's 2001: Challenges](#)
[and Achievements](#)
- [A Historic Message of](#)
[Peace](#)

Previously Posted Articles

Policy/Procedures
[LMS-OP-4509, Prepare Presolicitation Documents, is](#)
[available for comment](#) (12/28/2001)
[LMS-OP-4516, Perform Evaluation, is available for](#)
[comment](#) (12/28/2001)
[LMS-OP-4525, Evaluate Contractor Performance, is](#)
[available for comment](#) (12/28/2001)
[LMS-OP-4529, Invoice Review and Approval, is available for](#)
[comment](#) (12/28/2001)

Human Resources
[Voluntary Leave Transfer Program \(VLTP\) Approved](#)
[Recipients](#) (12/31/2001)
[Senior Executive Service Vacancy Announcements](#)
(12/26/2001)

Other News
[Exchange Shop Now Has AMC Gold Tickets - Good Any](#)
[Day](#) (12/31/2001)
[Records Management Video & New Website](#) (12/31/2001)
[11th Annual POMOCO Group Running Crab Half](#)
[Marathon](#) (12/12/2001)

Aerospace News @ Noon
[Aerospace Daily -- Dec. 24 - Jan. 2](#) (12/27/2001)

Traffic and Weather

 Breezy in the morning; cold with considerable clouds
High **35**

[7-Day Forecast](#)
[Visit Weather.com](#)
[VDOT Traffic Report](#)

Langley Management System

- [Langley Management](#)
[System Home Page](#)
- [Document Library](#)
- [Document Search](#)
- [Document Under Review](#)
- [Feedback Form](#)

Employee How To

[Submit How To](#)

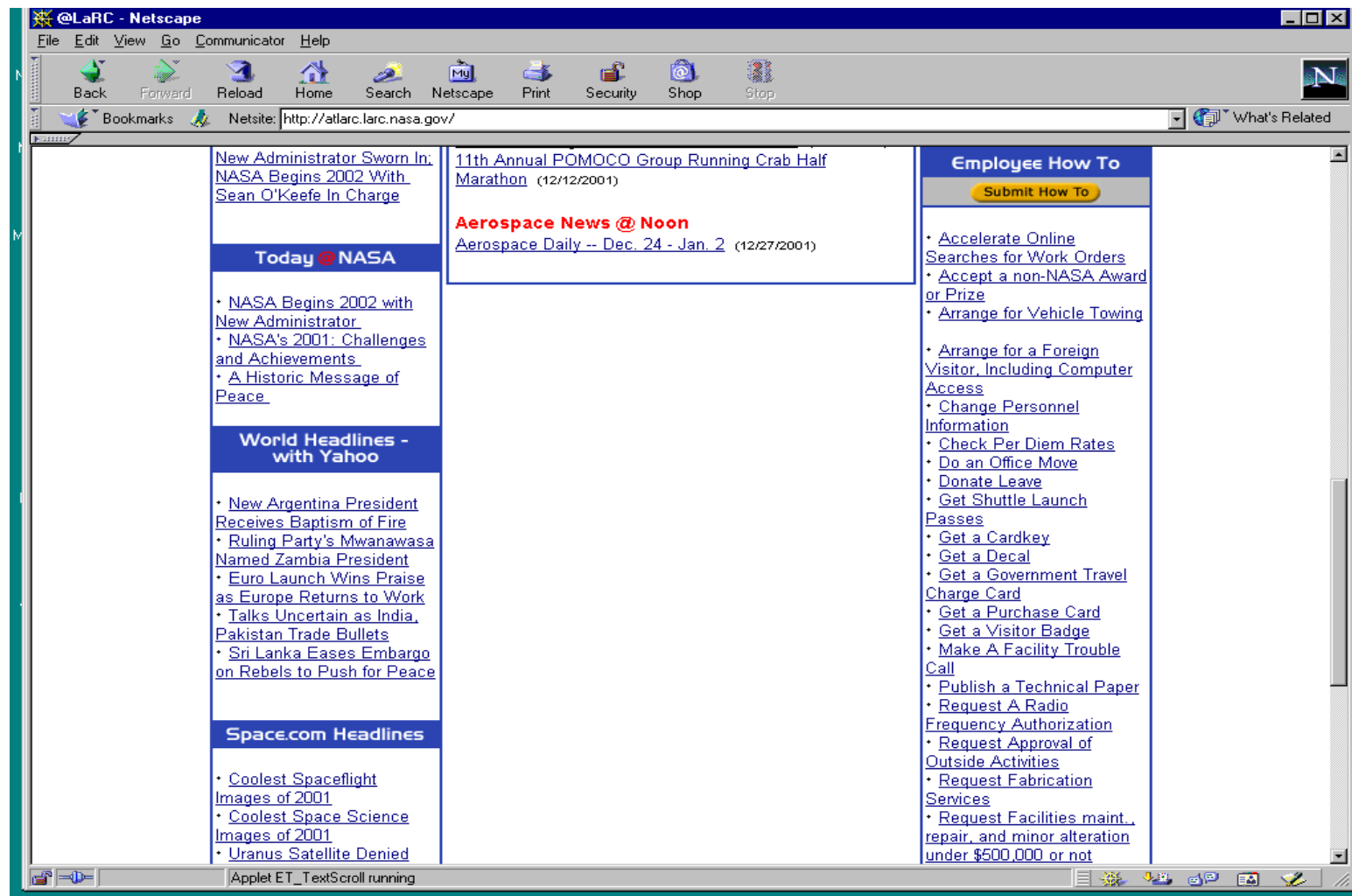
- [Accelerate Online](#)
[Searches for Work Orders](#)
- [Accept a non-NASA Award](#)
[or Prize](#)
- [Arrange for Vehicle Towing](#)
- [Arrange for a Foreign](#)
[Visitor, Including Computer](#)
[Access](#)
- [Change Personnel](#)

Applet ET_TextScroll running



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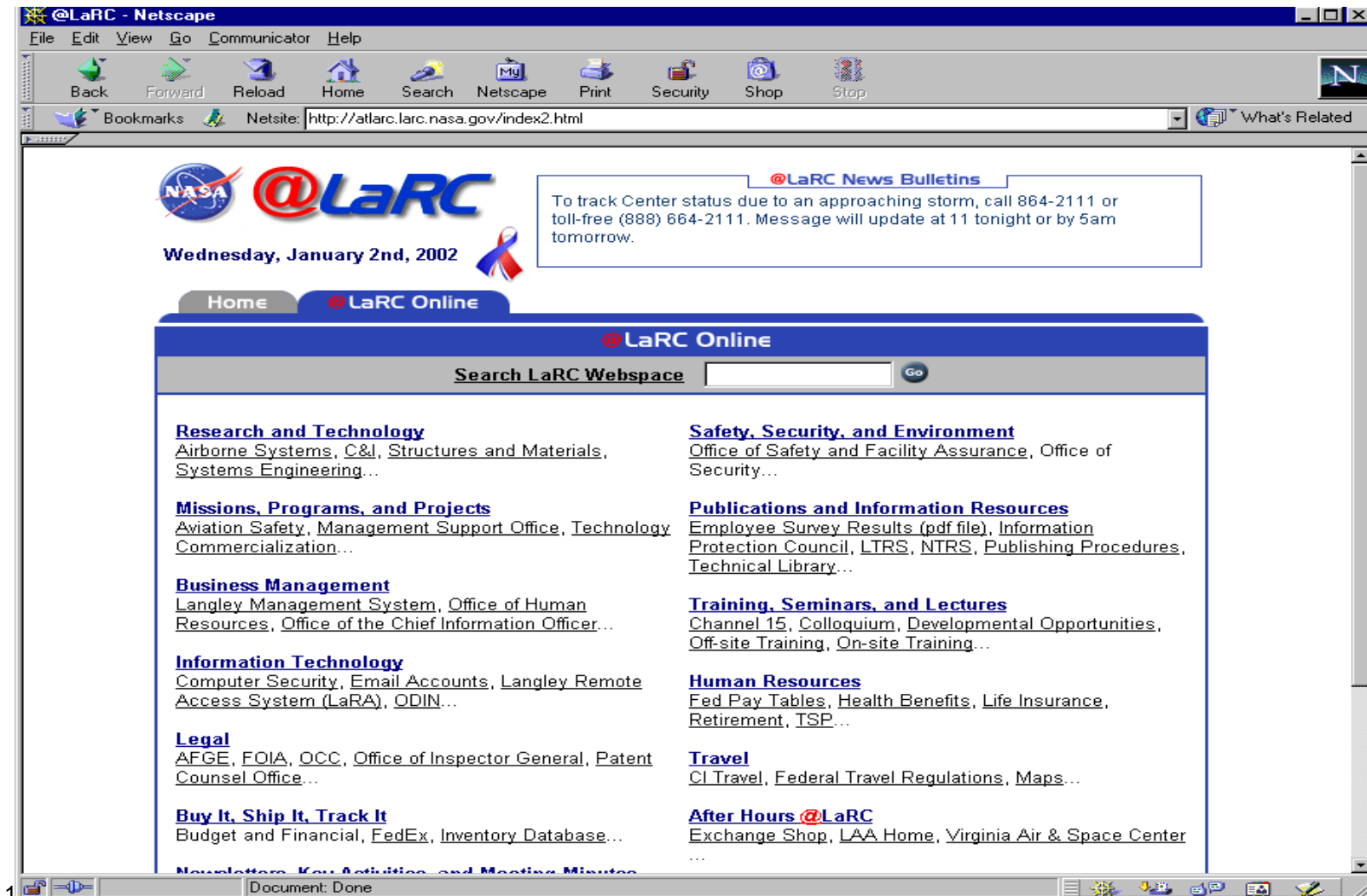
Components Mapped to Site





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Components Mapped to Site - @LaRC Online





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Components Mapped to Site - @LaRC Calendar

The screenshot shows a Netscape browser window titled "Calendar of Events - Netscape". The address bar shows the URL "http://www.larc.nasa.gov/calendar/". The browser interface includes a menu bar (File, Edit, View, Go, Communicator, Help) and a toolbar with icons for Back, Forward, Reload, Home, Search, Netscape, Print, Security, Shop, and Stop. The calendar is displayed in a table format, showing events for the week of December 9, 2001. The events are listed by day, with details for each day. On the right side of the calendar, there is a search bar and a detailed view of the event for December 11, 2001, titled "December 11, 2001 - Three-month Anniversary of the Attacks to the United States". The detailed view includes a description of the event, the time and location, and a contact email address: p.j.verniel@larc.nasa.gov. At the bottom of the calendar, there is a navigation bar with links: "Today's Events", "Upcoming Events for 3 months", "Submit Event", and "Close Window".

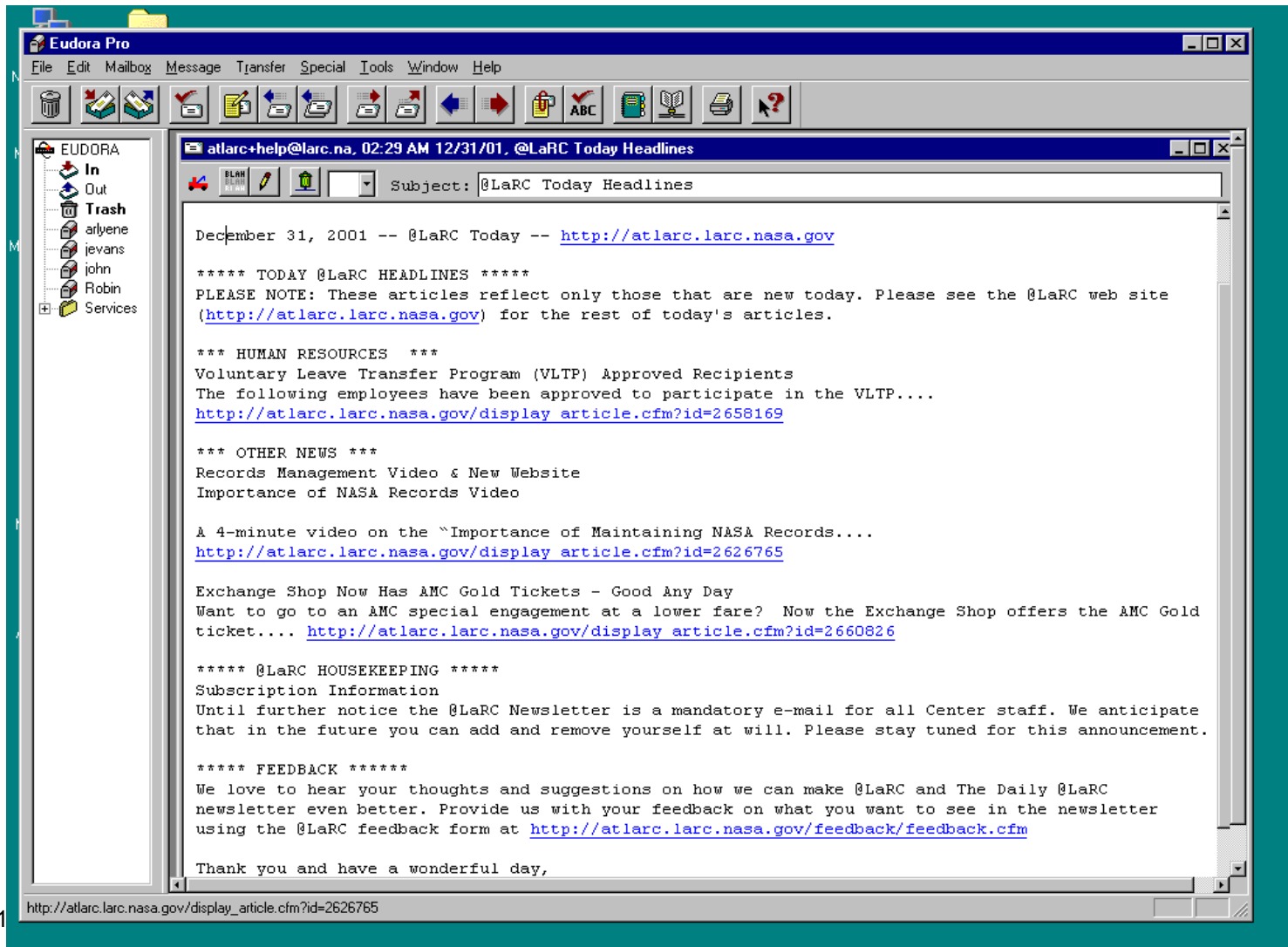
Day	Events
Sun, Dec 09	<ul style="list-style-type: none">- Employee Express (EE) and Upcoming Open Seasons- 2001 Federal Employees Health Benefits (FEHB) Program Open Season and Health Fair on November 27, 2001- Checkbook Online Service for Health Benefits- The Peninsula Jewish Film Festival on Merchant Square- Virginia Choral Society Christmas Concerts- Dickens' Christmas Village at Mariner's Museum and Peninsula Fine Arts Center
Mon, Dec 10	<ul style="list-style-type: none">- Employee Express (EE) and Upcoming Open Seasons- Exchange Shop 10% off Sale!- 2001 Federal Employees Health Benefits (FEHB) Program Open Season and Health Fair on November 27, 2001- Checkbook Online Service for Health Benefits- ICASE Series on Risk-Based Design: "Advances in Reliability-Based Design Optimization and Probability Analysis - PART I"- Dickens' Christmas Village at Mariner's Museum and Peninsula Fine Arts Center
Tue, Dec 11	<ul style="list-style-type: none">- Exchange Shop 10% off Sale!- December 11, 2001 - Three-month Anniversary of the Attacks to the United States- ICASE Series on Risk-Based Design: "Advances in Reliability-Based Design Optimization and Probability Analysis - PART II"- Dickens' Christmas Village at Mariner's Museum and Peninsula Fine Arts Center- December 11, 2001 - Three-month Anniversary of the Attacks to the United States
Wed, Dec 12	<ul style="list-style-type: none">- Exchange Shop 10% off Sale!- Dickens' Christmas Village at Mariner's Museum and Peninsula Fine Arts Center
Thu, Dec 13	<ul style="list-style-type: none">- Exchange Shop 10% off Sale!- ICASE Series on Multifunctional Materials: "Nanoscale Carbonaceous Building Blocks: Properties and Applications"- Dickens' Christmas Village at Mariner's Museum and Peninsula Fine Arts Center

Today's Events | Upcoming Events for 3 months | Submit Event | Close Window



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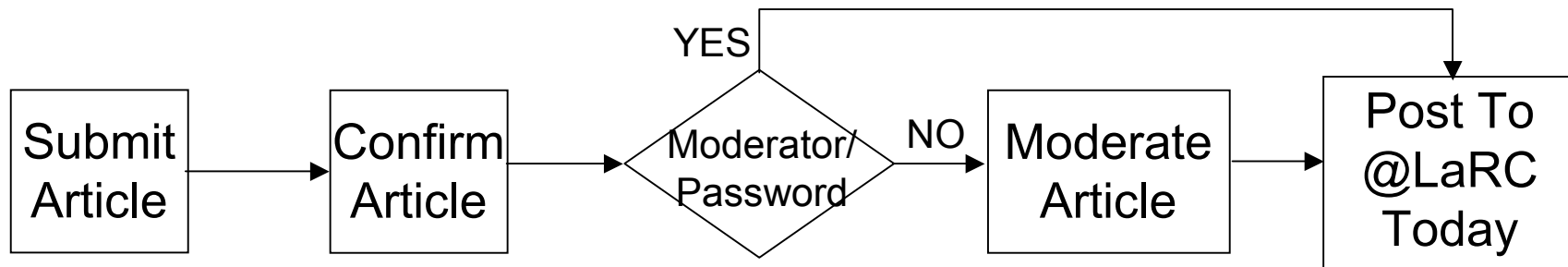
Components Mapped to Site - Daily Newsletter





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Submission of an Article



- **Highlights of @LaRC Today Business Rules.**
 - Any employee with access to @LaRC can submit an article.
 - An article must be confirmed by it's submitter.
 - An article must be assigned to a category.
 - Each category must have a primary and backup moderator.
 - The moderator can change or cancel any article.
 - An article submitted by the moderator is considered automatically approved.



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@LaRC Marketing Plan

- Marketing Slogan
 - “What’s In It For You?”
- Marketing Schemes
 - Cafeteria Tents (April 13 - 27)
 - Treasure Hunts (May 10 - 22)
 - @LaRC “Rant and Rave Sessions” (May 23 and June 4)
 - On going reminders at Town Meetings by Center Director.
- Provide Excellent On-going Customer Support
 - Respond to customer feedback within 4 business hours.
 - Resolve technical problems in a timely and quality manner. Keep customers informed of anticipated resolution times.
 - Be flexible enough to respond to customer needs even when outside the scope of support.



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Customer and Technical Support

- Responding to Customer Feedback
 - LaRC civil servant responsible for responding to customer questions and concerns.
 - Civil Servant - primary
 - Civil Servant - first backup
 - Contractor - second backup
- Technical Support
 - Task in place to provide technical support using the existing ConITS contract. Reviewed and updated annually.
 - Weekly review of customer problems/concerns and their resolution quality.
 - Calendar Year 2001 Support Costs: \$93K
 - Includes product improvements in addition to maintenance.
 - Estimated maintenance costs 1/4 of total costs. (\$24K)